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Consumer Purchases of Selected FRUITS AND JUICES

in MARCH

1956



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

May 1956

CPFJ - 25
Agriculture - Washington

PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
IN MARCH 1956

The data in this report represent estimated total purchases by household consumers only and do not include those by hotels, restaurants, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only, in order to permit comparisons between periods of equal length.

SUMMARY

United States household consumers reported slightly smaller purchases of frozen concentrated orange juice in March 1956 than in the corresponding month a year earlier. For the current season through March, householders have consistently reported smaller monthly purchases of frozen concentrated orange juice than in the same months of the 1954-55 season. The most important factor in this lower level of purchases is the reduction in the average quantity of frozen concentrated orange juice purchased during a month by buying families. Purchase levels also were affected, to a lesser degree, by reductions in the proportion of families making purchases.

Prices paid for frozen concentrated orange juice have averaged higher this season than in the corresponding months of the 1954-55 season. The March 1956 price was 2 cents higher per 6-ounce can than in March 1955.

More frozen concentrate for lemonade was bought by householders in March 1956 than in the preceding month. Volume of purchases in March, however, failed to reach the level reported in March 1955. Prices paid for frozen concentrate for lemonade were almost unchanged from the preceding month, but were more favorable to consumers than in March a year earlier.

Householders bought almost 26 percent more canned single-strength orangeade during March 1956 than in March 1955, establishing a record for the month of March. Larger purchases of shelf-pack concentrate for orangeade also were reported by householders during March as compared with a year earlier. Prices paid averaged slightly lower than a year earlier for shelf-pack concentrate for orangeade and were almost unchanged from a year earlier for single-strength orangeade.

Purchases of canned single-strength citrus juice, with the exception of grapefruit juice, were lower during March 1956 than in March 1955. Grapefruit juice purchases were almost 19 percent larger than in March 1955. But purchases of orange juice were down 23 percent; orange-grapefruit blended juice, 15 percent; and single-strength lemon juice, 7 percent from March 1955. Prices paid for grapefruit juice during March were slightly lower than in March 1955. Prices for lemon juice were about 1.2 cents lower per 5 1/2-ounce can. Prices paid for canned orange juice and orange-grapefruit blended juice were up 4 cents and 3.3 cents a 46-ounce can, respectively, from a year earlier.

With the exception of oranges, the volume of fresh citrus purchased by householders during March 1956 was larger than in the corresponding month a year earlier. Purchases of California-Arizona oranges were well above a year earlier, but smaller purchases of Florida and unidentified oranges more than offset this increase. This resulted in a total volume of purchases slightly lower than in March 1955. Prices paid by householders for all oranges averaged about 5 cents a dozen higher than in March last year.

Purchases of Florida grapefruit in March were up sharply from March 1955, more than offsetting lower purchases of California-Arizona and unidentified grapefruit. Prices paid for all fresh grapefruit averaged 2.4 cents lower per dozen than in March last year.

Householders bought a slightly larger volume and paid on the average about 1.7 cents more per dozen for fresh lemons during March 1956 than in March 1955. Tangerine purchases during March 1956 dropped sharply from the preceding month but were larger than a year earlier.

FROZEN JUICES AND ADES

Twenty-nine percent of the Nation's families reported purchases of frozen concentrated orange juice during March 1956, a slightly smaller proportion than in March 1955. These families purchased a 3.8 percent smaller volume of frozen juice than in March a year earlier. Although slightly fewer families bought frozen orange juice, compared with a year earlier, this decrease in purchase volume was primarily the result of the purchase of smaller average quantities by those buying.

March was the seventh consecutive month in which purchase volumes of frozen concentrated orange juice were almost unchanged or smaller than in the corresponding month a year earlier. Prices paid by householders averaged well above prices paid in March 1955--16.8 cents as compared with 14.8 cents a 6-ounce can (table 2).

Slightly larger purchases of frozen concentrated grape juice were reported by householders during March 1956 as compared with the corresponding month of 1955. There was no change in the proportion of families buying this product. But those buying purchased larger average quantities than in March 1955. Householders paid, on an average, 19.9 cents a 6-ounce can for frozen concentrated grape juice during March 1956--down 1.3 cents from March 1955 (table 2).

Purchases of frozen concentrate for lemonade rose slightly in March compared with the preceding month, February 1956. Volume of purchases, however, were moderately smaller than in March a year earlier, reversing a 7-month trend toward larger current purchases as compared with a year earlier. Prices paid by householders for frozen concentrated lemonade averaged 14.7 cents a 6-ounce can during March 1956, almost unchanged from the preceding month, but about 0.8 cents lower than in March a year earlier (fig. 5).

As a result of buying families purchasing larger average quantities of shelf-pack concentrate for orangeade during March 1956, total volume of purchases were about 6 percent larger than in March 1955. For this volume of purchases householders reported paying slightly lower prices than during March 1955 (table 2).

The volume of canned single-strength orangeade bought by householders during March 1956 was about 26 percent larger than a year earlier--a record high for the month of March. This larger volume of purchases resulted from an increase in the proportion of families buying as the average quantity purchased by those buying during March was almost unchanged from a year earlier (fig. 5).

CANNED JUICES

The volume of canned single-strength orange juice bought by the Nation's householders during March 1956 was about 23 percent smaller than during March 1955. This is one of the lowest monthly purchase volumes reported since this series began in 1949. With the exception of October 1955, the first month of the current season, monthly purchases of orange juice by householders were generally lower than in the corresponding months of the 1954-1955 season (fig. 6).

There was a decline from the preceding month, February 1956, as well as the corresponding month a year earlier in the proportion of families who bought canned single-strength orange juice. Those buying canned orange juice during the month made the same number of purchases as in March a year earlier, but bought smaller quantities at each purchase.

Prices paid for canned orange juice during March 1956 averaged about 4 cents higher per 46-ounce can than in March a year earlier (table 1).

Household consumers purchased about a 19 percent larger volume of canned grapefruit juice during March 1956 than in March a year earlier. This was one of the few months since the series began in 1949 in which householders have reported buying a larger volume of canned grapefruit juice than canned orange juice (fig. 6).

Prices paid for canned grapefruit juice remained unchanged from February 1956, but were slightly lower than in March 1955. There was a slight increase, compared with a year earlier, in the proportion of families buying grapefruit juice. But the increased volume of purchases was primarily the result of an increase in the average quantity purchased by those buying (table 1).

Householders purchased a 15-percent smaller volume of orange-grapefruit blended juice during March 1956 than in the same month a year earlier. Volume of purchases, however, rose somewhat compared with the preceding month. Only 2.7 percent of the Nation's families reported buying orange-grapefruit blended juice in March 1956 as compared with 3.2 percent in March 1955. Prices reported paid averaged about the same as in February 1956, but were 3.3 cents higher per 46-ounce can than during March 1955 (table 1).

Canned or bottled single-strength lemon juice purchases, although seasonally low, were up slightly from the preceding month, but failed to reach the volume reported in March 1955. Prices paid averaged about 1.2 cents lower for 5 1/2 ounces than in March 1955.

Grape juice purchases during March 1956 were at about the same level as in the preceding month, but were about 10 percent larger than in March 1955. Prices paid were almost unchanged from these earlier periods.

There was little change during March 1956, compared with a year earlier, in the volume of canned pineapple juice purchased by the Nation's householders. Slightly larger average purchases by buying families more than offset the effect of fewer families buying. Consumers reported paying slightly less for a 46-ounce can of pineapple juice than in March 1955.

Prune juice purchases during March 1956 fell below the record volume reported in the preceding month, but were almost 18 percent larger than in March a year earlier. Increases, compared with a year earlier, were noted in both the proportion of families buying and in the average quantity purchased by those families.

Householders bought a moderately smaller volume of tomato juice during March 1956 than in the same month a year earlier. Despite this decline, householders continued to report a larger volume of purchases than for any other canned single-strength juice. Householders reported paying prices for tomato juice that averaged slightly higher than in March 1955 (table 1).

FRESH CITRUS

Total purchases of fresh oranges by householders in March 1956 were slightly lower than in the preceding month, as well as in the same month a year earlier. Although householders reported almost 20 percent larger purchases of California-Arizona oranges during March than in either the preceding month or in the corresponding month a year earlier, these increases failed to offset smaller purchases of Florida and unidentified oranges.

About 46 percent of the Nation's families indicated that they bought fresh oranges during March 1956--about the same proportion as in February 1956 and March 1955. A decline in the proportion of families buying Florida and unidentified oranges was offset by the increase in those buying California-Arizona fruit. Since there was no overall change from a year earlier in proportion of families buying oranges (all fresh oranges), the lower purchase volume in March 1956, compared with these earlier periods, resulted from families buying smaller average quantities. Prices paid for all oranges averaged about 5 cents higher per dozen than in March 1955, with California-Arizona oranges up 6 cents and Florida oranges up almost 4 cents a dozen (table 3).

There was a moderate (6.5 percent) increase in the volume of fresh grapefruit purchased by householders during March 1956, compared with March a year

earlier. Householders' purchases of Florida grapefruit were up sharply from a year earlier and more than offset smaller purchase volumes of California-Arizona and unidentified grapefruit. Increases in both proportion of families buying and in average quantities purchased by those families was reported in March 1956 as compared with March 1955.

Householders reported paying about 2.5 cents less per dozen for grapefruit during March than in the corresponding month a year earlier. Prices paid for Florida grapefruit were down only 1.5 cents per dozen, but prices paid for California-Arizona grapefruit were down 3.4 cents and unidentified fruit 5.8 cents a dozen (table 3).

The volume of fresh lemons purchased by United States householders in March 1956 was moderately higher than in the preceding month, and slightly higher than in March a year earlier. Price paid for fresh lemons averaged 1.7 cents lower per dozen than in February 1956, but 1.7 cents higher than in March a year earlier. The larger purchase volume in March 1956, compared with a year earlier, resulted from an increase in the proportion of United States families buying fresh lemons.

Householders' purchases of tangerines in March 1956 dropped sharply from the preceding month as the end of the fresh tangerine season approached. Purchase volume, although reflecting seasonal availability, was well above the volume reported in March 1955. Prices paid by consumers averaged 34.9 cents a dozen--almost 8 cents higher than a year earlier (table 3).

Table 1.--Canned single-strength juices and ades: U. S. total consumer purchases and average price, March 1956 and 1955 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
					Purchases		Quantity per purchase				
	1956	1955	1956	1955	1956	1955	1956	1955		1956	1955
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned juices											
Orange	9.6	11.8	1,021	1,326	1.7	1.7	55.2	59.5	46	33.5	29.5
Grapefruit	9.1	8.4	1,114	939	1.6	1.6	67.6	62.0	46	24.8	25.2
Orange and gpft. blend	2.7	3.2	273	322	1.5	1.5	58.9	60.0	46	29.8	26.5
Lemon	1.9	2.3	40	43	1.2	1.3	15.1	13.2	5½	11.9	13.1
Grape	4.4	4.3	204	186	1.4	1.3	29.6	29.6	24	34.1	33.9
Pineapple	14.3	14.8	1,419	1,402	1.5	1.5	57.5	56.4	46	27.1	27.6
Prune	8.7	7.5	679	576	1.9	1.8	37.0	37.8	32	32.3	32.7
Tomato	18.5	19.1	1,671	1,821	1.5	1.6	52.5	54.8	46	28.1	26.7
Total 2/	49.2	48.7	7,404	7,350	2.6	2.6	50.6	51.4			
Canned ades											
Orangeade	3.5	2.8	393	311	1.6	1.7	61.8	58.8	46	28.0	28.2

1/ Equivalent cases of No. 2 cans--432 ounces per case.

2/ Includes other canned single-strength juices.

National Consumer Panel of Market Research Corporation of America.

Table 2.--Frozen concentrated juices and ades: U. S. total consumer purchases and average price, March 1956 and 1955 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
					Purchases		Quantity per purchase				
	1956	1955	1956	1955	1956	1955	1956	1955		1956	1955
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices											
Orange	29.0	29.7	4,903	5,094	2.2	2.3	19.8	20.0	6	16.8	14.8
Grape	4.4	4.4	321	305	1.5	1.6	12.9	11.9	6	19.9	21.2
Other concentrates	1/	1/	331	238	1/	1/	15.5	13.4	6	14.9	14.6
Total	31.1	31.3	5,555	5,637	2.5	2.5	18.9	18.9			
Concentrated ades											
Frozen											
Lemonade	2.2	2.5	177	194	1.5	1.4	14.7	14.8	6	14.7	15.5
Shelf pack											
Orangeade	1.2	1.3	137	129	1.6	1.6	17.8	16.3	6	16.5	16.8

1/ Information not available.

National Consumer Panel of Market Research Corporation of America.

Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, March 1956 and 1955 (4-week period)

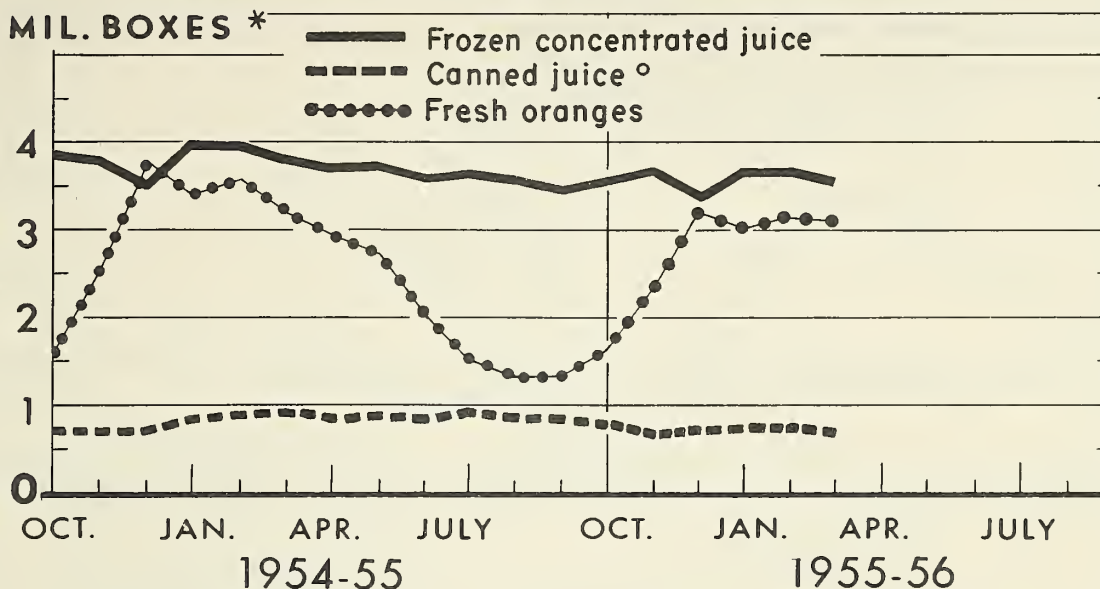
Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1956	1955	1956	1955	1956	1955	1956	1955	1956	1955
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents
Oranges										
California-Arizona	25.0	21.8	1,384	1,170	1.8	1.8	11.5	12.8	49.8	43.8
Florida	18.6	21.8	1,261	1,471	2.0	2.0	13.3	13.9	39.6	35.8
Unidentified	10.3	11.2	427	483	1.4	1.6	11.1	11.7	43.4	39.4
Total 1/	46.4	46.4	3,126	3,181	2.2	2.2	12.1	13.0	44.9	39.8
Grapefruit										
California-Arizona	2.9	3.6	186	203	1.6	1.6	5.8	5.2	74.9	78.3
Florida	21.8	18.8	1,631	1,315	2.0	2.0	5.7	5.3	78.2	79.7
Unidentified	10.6	11.8	552	660	1.4	1.6	5.7	5.3	72.2	78.0
Total 1/	32.9	32.2	2,543	2,387	2.0	2.1	5.8	5.3	76.0	78.4
Tangerines	2.8	2.0	142	100	1.6	1.4	10.8	14.1	34.9	27.1
Lemons	19.8	19.5	261	252	1.5	1.5	6.0	6.3	44.6	42.9
Total 2/	62.0	61.5	5,982	5,920	3.2	3.3	9.2	9.6	50.8	46.4

1/ Includes small purchases of Texas fruit.

2/ Includes small purchases of other citrus fruits.

National Consumer Panel of Market Research Corporation of America.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



*FRESH FRUIT EQUIVALENT

°INCLUDES HALF OF ORANGE-GRAPEFRUIT BLEND PURCHASES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1929 - 56 (5) AGRICULTURAL MARKETING SERVICE

Figure 1

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1954 to date

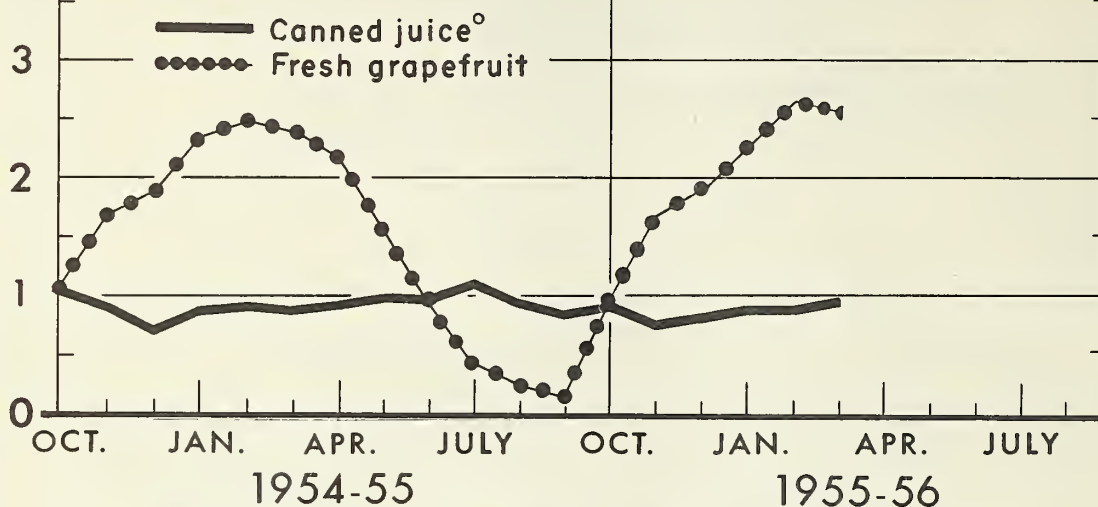
Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice 1/		Total	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	1,643	1,574	3,597	3,850	773	722	6,013	6,146
November	2,350	2,518	3,621	3,769	672	713	6,643	7,000
December	3,270	3,764	3,395	3,486	723	711	7,388	7,961
October-December 2/	8,020	8,612	11,471	11,917	2,337	2,299	21,828	22,828
January	3,008	3,400	3,671	3,984	747	830	7,426	8,214
February	3,142	3,555	3,649	3,972	715	897	7,506	8,424
March	3,126	3,181	3,569	3,775	693	912	7,388	7,868
October-March 2/	18,166	19,543	23,406	24,599	4,675	5,177	46,247	49,319
April		2,965		3,685		841		7,491
May		2,709		3,700		872		7,281
June		2,001		3,568		822		6,391
October-June 2/		27,758		36,420		7,937		72,115
July		1,522		3,648		922		6,092
August		1,331		3,554		836		5,721
September		1,335		3,496		824		5,655
Season 2/		32,270		48,025		10,724		91,019

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS

MIL. BOXES*



* FRESH FRUIT EQUIVALENT ° INCLUDES ONE-HALF OF ORANGE-GRAPEFRUIT BLEND PURCHASES
SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1930 - 56 (5) AGRICULTURAL MARKETING SERVICE

Figure 2

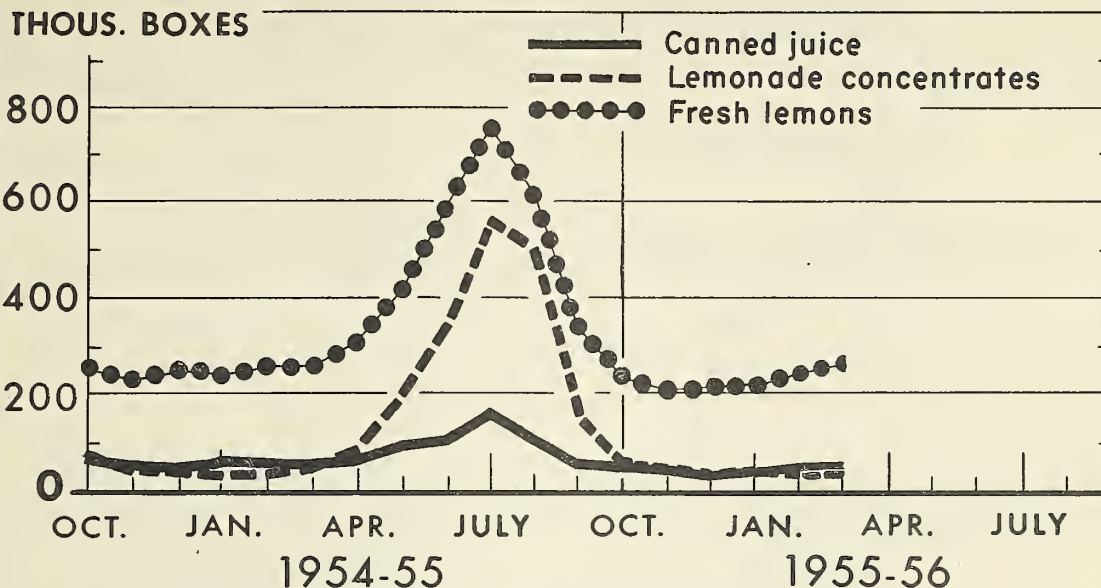
Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1954 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice 1/		Total	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	984	1,053	921	1,037	1,905	2,090
November	1,695	1,694	772	911	2,467	2,605
December	1,932	1,895	828	725	2,760	2,620
October-December 2/	5,165	5,121	2,722	2,847	7,887	7,968
January	2,246	2,330	882	882	3,128	3,212
February	2,672	2,498	877	907	3,549	3,405
March	2,543	2,387	962	887	3,505	3,274
October-March 2/	13,370	12,995	5,670	5,734	19,040	18,729
April		2,162		924		3,086
May		1,552		978		2,530
June		948		970		1,918
October-June 2/		17,950		8,857		26,807
July		434		1,112		1,546
August		244		950		1,194
September		215		858		1,073
Season 2/		18,905		12,016		30,921

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



* FRESH FRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1931 - 56 (5) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1954 to date

period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	228	252	39	54	49	51	53	59	320	365
November	207	225	35	49	37	35	39	37	281	311
December	216	243	36	44	31	27	34	29	286	316
October-December 3/	713	785	129	161	125	120	133	132	975	1,078
January	218	234	37	51	32	26	37	27	292	312
February	242	251	42	48	34	29	36	31	320	330
March	261	252	42	46	37	41	40	43	343	341
October-March 3/	1,492	1,583	262	318	236	224	255	241	2,009	2,142
April		307		54		68		72		433
May		407		84		187		197		688
June		587		96		327		342		1,025
October-June 3/		2,997		572		865		913		4,482
July		754		160		526		554		1,468
August		610		108		461		480		1,198
September		337		50		152		157		544
Season 3/		4,814		909		2,085		2,186		7,909

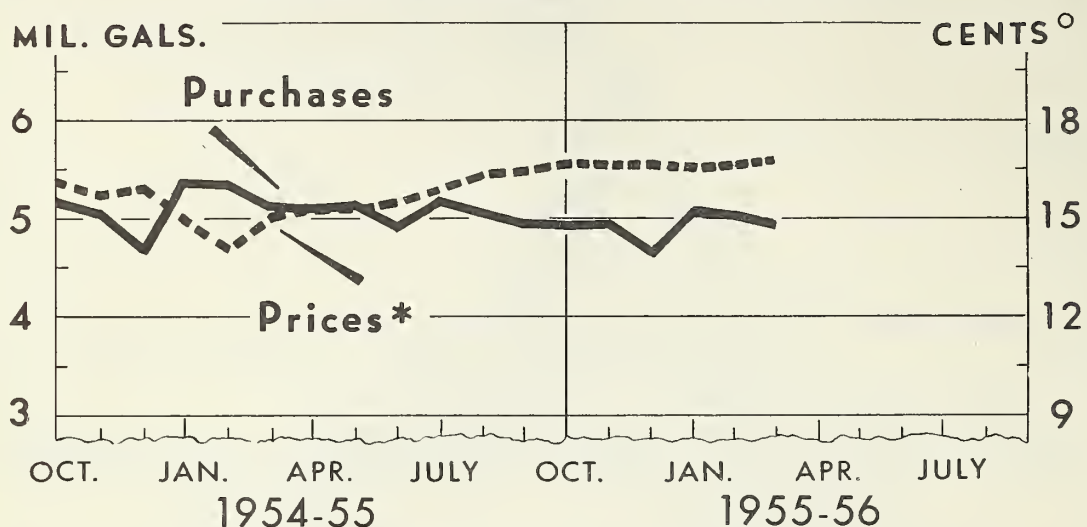
1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

°PER 6-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1932-56 (5) AGRICULTURAL MARKETING SERVICE

Figure 4

Frozen concentrated orange juice: Consumer purchases and average price paid, October 1954 to date

Period	Purchases		Average price per 6 oz. can	
	1955-56	1954-55	1955-56	1954-55
	1,000 gallons	1,000 gallons	Cents	Cents
October	4,962	5,161	16.6	16.1
November	4,995	5,052	16.6	15.7
December	4,683	4,673	16.7	15.9
October-December 1/	15,822	15,974		
January	5,043	5,377	16.6	14.9
February	5,012	5,360	16.7	14.0
March	4,903	5,094	16.8	14.8
October-March 1/	32,216	33,089		
April		5,090		15.2
May		5,111		15.3
June		4,928		15.5
October-June 1/		49,417		
July		5,182		15.9
August		5,048		16.3
September		4,966		16.4
Season 1/		65,901		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

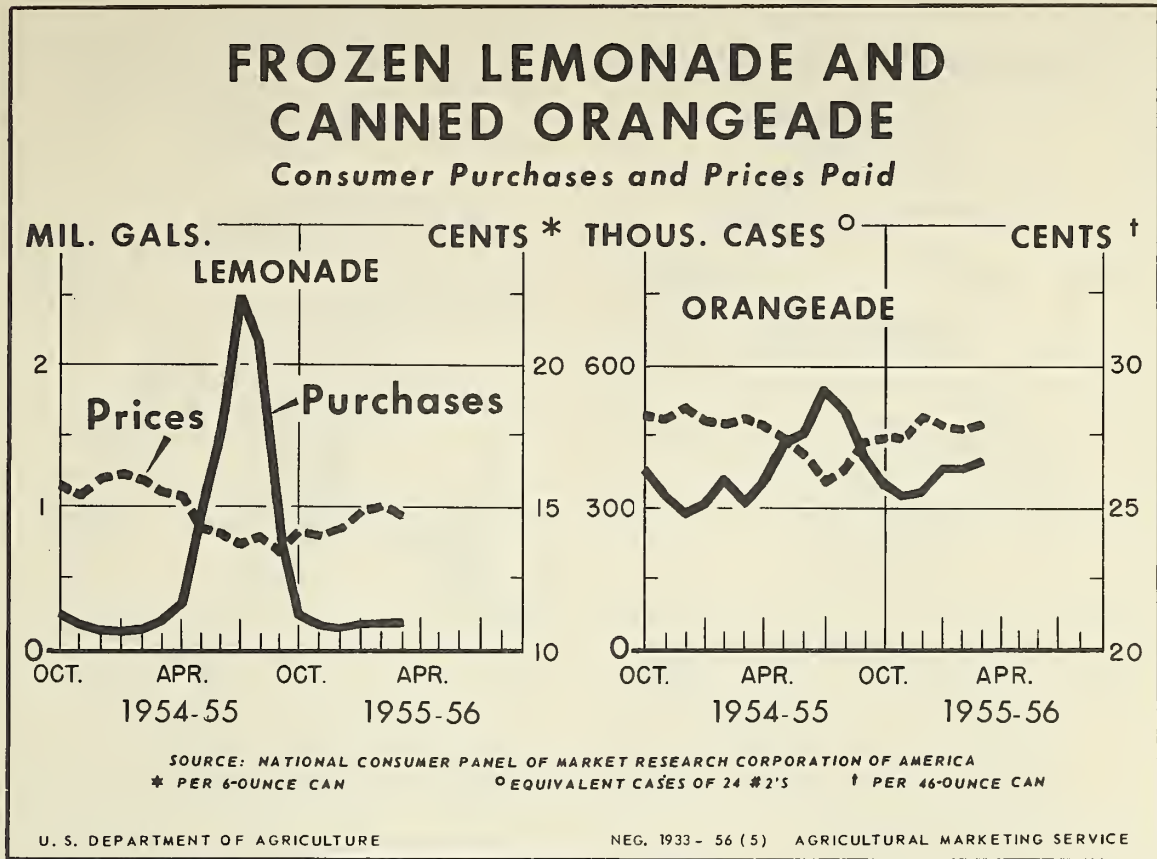


Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, October 1954 to date

Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price per 6 oz. can		Purchases		Average price per 46 oz. can	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 gallons	1,000 gallons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	230	244	14.0	15.7	351	373	27.5	28.2
November	174	167	14.0	15.4	326	326	27.3	28.1
December	147	127	14.3	16.0	330	290	28.2	28.5
October-December 2/	593	568			1,071	1,070		
January	153	121	14.8	16.2	379	306	27.9	28.1
February	163	136	14.8	15.9	379	361	27.6	28.0
March	177	194	14.7	15.5	393	311	28.0	28.2
October-March 2/	1,121	1,061			2,348	2,136		
April		321		15.3		348		27.9
May		887		14.3		436		27.5
June		1,551		14.0		458		26.9
October-June 2/		4,099				3,492		
July		2,493		13.6		551		25.9
August		2,184		13.9		512		26.3
September		720		13.3		406		27.3
Season 2/		9,882				5,076		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

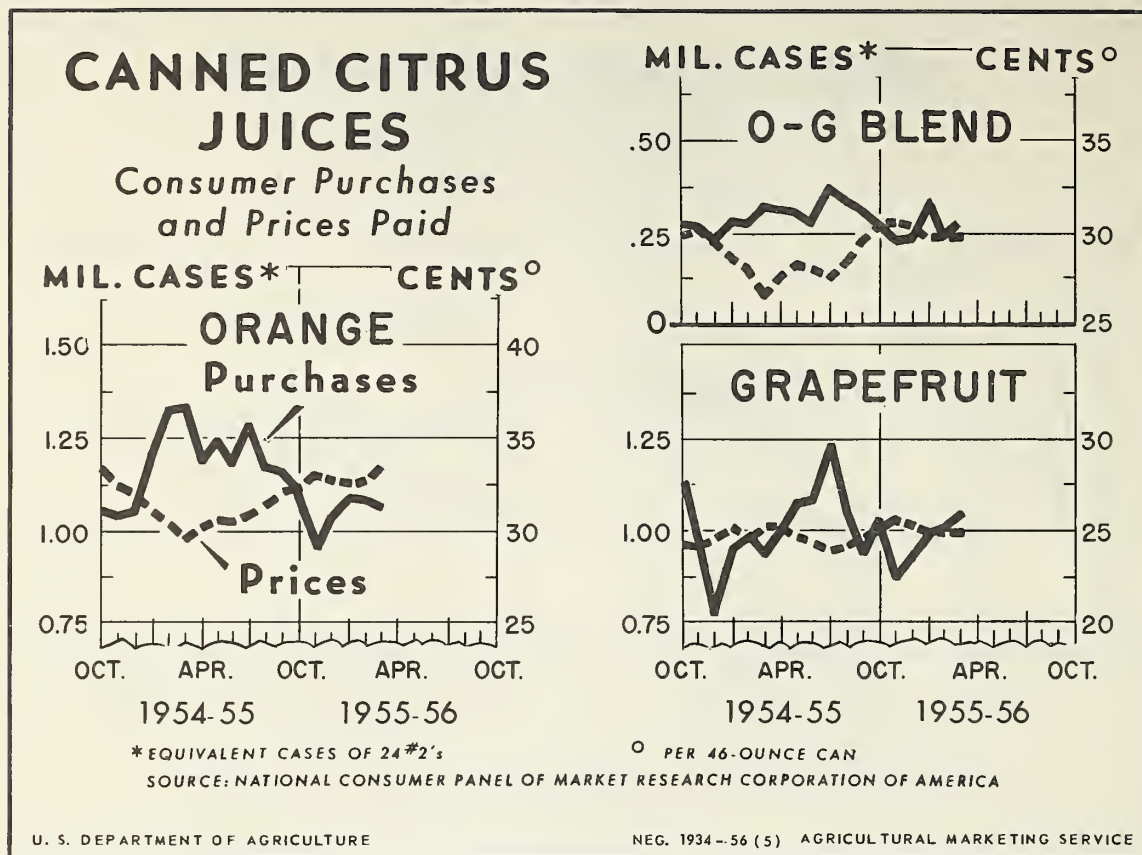


Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1954 to date

Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	1955-56 ^{1/}	1954-55	1955-56 ^{1/}	1954-55	1955-56 ^{1/}	1954-55	1955-56 ^{1/}	1954-55	1955-56 ^{1/}	1954-55	1955-56 ^{1/}	1954-55
	cases 1/	cases 1/	Cents	Cents	cases 1/	cases 1/	Cents	Cents	cases 1/	cases 1/	Cents	Cents
October	1,104	1,054	32.3	33.4	1,033	1,127	25.3	24.1	274	276	30.4	29.9
November	954	1,043	33.0	32.4	857	978	25.5	24.0	248	267	30.6	30.1
December	1,038	1,056	32.8	32.0	930	767	25.2	24.6	244	235	30.2	29.4
October-December 2/	3,351	3,381			3,059	3,060			800	824		
January	1,081	1,212	32.7	31.0	981	952	24.9	25.1	331	285	29.0	28.6
February	1,077	1,321	33.1	30.4	1,025	984	24.8	24.6	232	283	29.6	28.1
March	1,021	1,326	33.5	29.5	1,114	939	24.8	25.2	273	322	29.8	26.5
October-March 2/	6,801	7,591			6,439	6,157			1,706	1,795		
April		1,190		30.2		1,006		25.2		312		27.7
May		1,241		30.6		1,077		24.6		307		28.3
June		1,176		30.5		1,080		24.4		280		28.1
October-June 2/		11,515				9,593				2,779		
July		1,287		30.8		1,235		23.9		377		27.6
August		1,170		31.4		1,049		24.1		334		28.5
September		1,161		32.1		942		24.7		314		29.6
Season 2/		15,425				13,088				3,878		

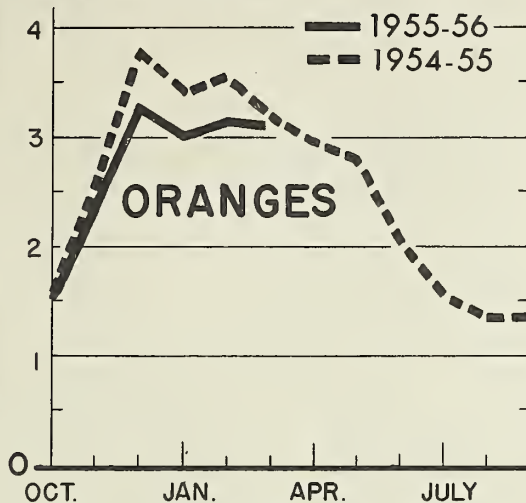
^{1/} Equivalent cases of 24 No. 2 cans--432 ounces per case.

^{2/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

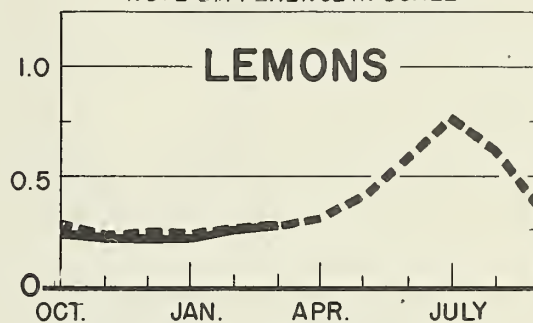
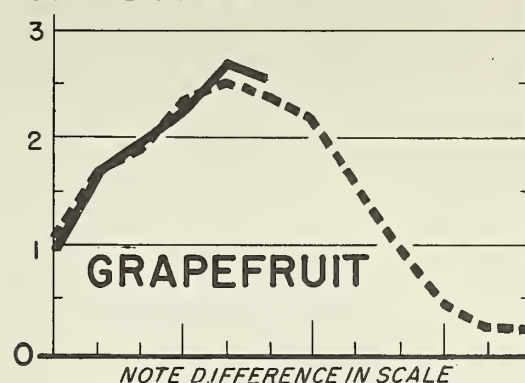
FRESH CITRUS FRUIT

Consumer Purchases

MIL. BOXES



MIL. BOXES



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1935 - 56 (5) AGRICULTURAL MARKETING SERVICE

Figure 7

Fresh citrus fruit: Consumer purchases and average price paid, October 1954 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price per dozen		Purchases		Average price per dozen		Purchases		Average price per dozen	
	1955-56:	1954-55:	1955-56:	1954-55:	1955-56:	1954-55:	1955-56:	1954-55:	1955-56:	1954-55:	1955-56:	1954-55:
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	1,643	1,574	42.1	45.6	984	1,053	90.7	92.8	228	252	43.9	45.1
November	2,350	2,518	37.9	35.0	1,695	1,694	80.1	78.4	207	225	45.5	46.8
December	3,270	3,764	39.4	35.1	1,932	1,895	77.8	74.9	216	243	46.8	45.0
October-December 1/	8,020	8,612			5,165	5,121			713	785		
January	3,008	3,400	41.4	37.1	2,246	2,330	77.9	74.2	218	234	48.1	46.2
February	3,142	3,555	43.7	37.3	2,672	2,498	73.4	73.4	242	251	46.3	44.0
March	3,226	3,181	44.9	39.8	2,543	2,387	76.0	78.4	261	252	44.6	42.9
October-March 1/	18,166	19,543			13,370	12,995			1,492	1,583		
April		2,965		42.2		2,162		82.9		307		41.3
May		2,709		42.8		1,552		93.3		407		41.9
June		2,001		43.5		948		101.5		587		40.4
October-June 1/		27,758				17,950				2,997		
July		1,522		43.9		434		106.6		754		41.8
August		1,331		44.9		244		108.8		610		41.6
September		1,335		45.0		215		112.3		337		42.7
Season 1/		32,270				18,905				4,814		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

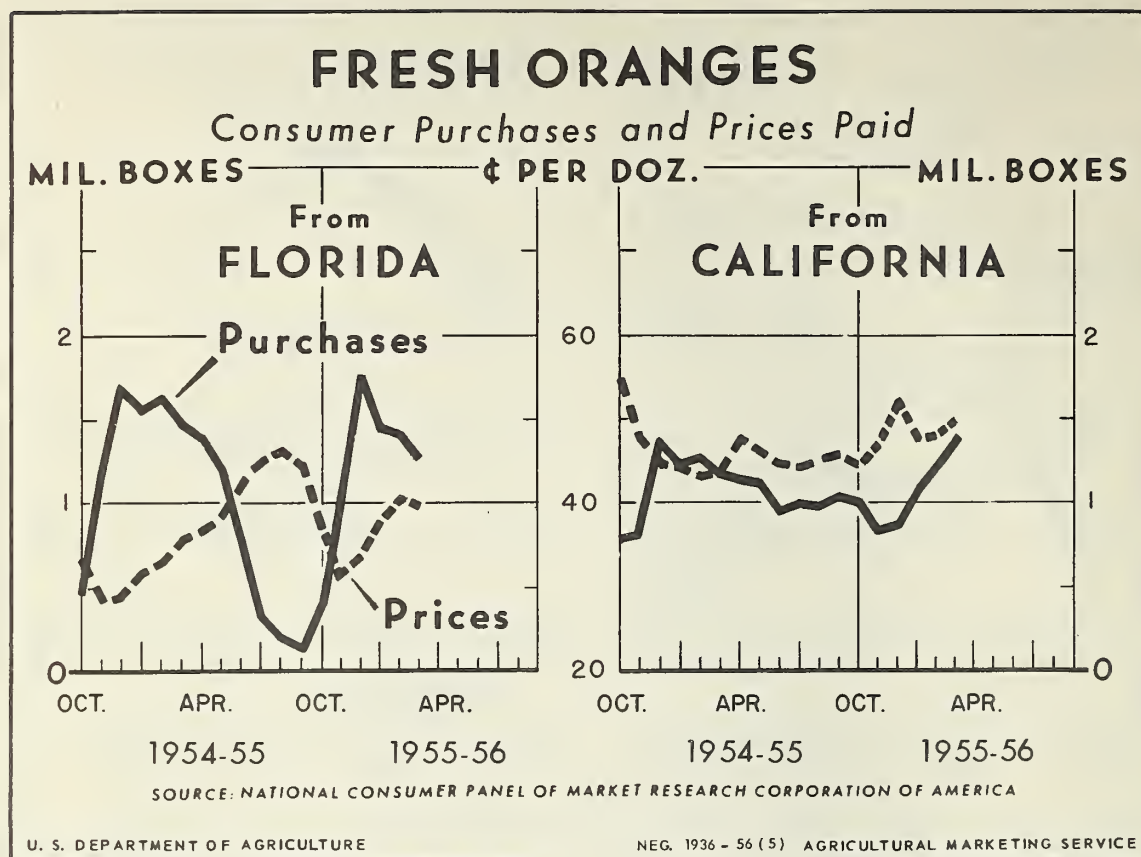


Figure 8

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1954 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000	1,000			1,000	1,000		
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October	390	455	36.8	33.3	1,009	789	44.6	54.9
November	1,081	1,194	32.0	28.1	842	809	47.0	47.8
December	1,765	1,694	33.8	28.3	871	1,374	52.2	44.5
October-December 1/	3,618	3,660			2,953	3,271		
January	1,427	1,560	37.5	31.4	1,063	1,234	47.4	44.4
February	1,399	1,632	40.2	32.7	1,191	1,261	48.0	43.0
March	1,261	1,471	39.6	35.8	1,384	1,170	49.8	43.8
October-March 1/	8,070	8,704			6,944	7,206		
April		1,380		36.7		1,125		47.8
May		1,204		38.3		1,116		46.4
June		746		42.6		963		44.7
October-June 1/		12,265				10,636		
July		321		45.3		995		44.0
August		182		46.1		986		44.8
September		128		44.5		1,038		45.4
Season 1/		12,919				13,918		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.